



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

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APPLICATION NUMBER	FILING DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO.
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EXAMINER	
JOE USTARIS	
ART UNIT	PAPER NUMBER
2611	8

DATE MAILED:

INTERVIEW SUMMARY

All participants (applicant, applicant's representative, PTO personnel):

(1) JOE USTARIS (3) LAWRA MOSKOWITZ
(2) VIVEK SRIVASTAVA (4) _____

Date of Interview 5/11/04

Type: ☐ Telephonic ☐ Televideo Conference ☒ Personal (copy is given to ☐ applicant ☐ applicant's representative).

Exhibit shown or demonstration conducted: ☐ Yes ☒ No If yes, brief description: _____

Agreement ☐ was reached. ☒ was not reached.

Claim(s) discussed: 1, 7, & 8

Identification of prior art discussed: BAUDERA, PARK, HEWDELLS, BARNETT

Description of the general nature of what was agreed to if an agreement was reached, or any other comments: DISCUSS ABOVE CLAIMS TO AID IN THE DEVELOPMENT OF A PROPOSED AMENDMENT TO OVERCOME CITED REFERENCES, in terms of focusing on Local operation, evaluating ads with a value, & further clarifying a transmission row.

(A fuller description, if necessary, and a copy of the amendments, if available, which the examiner agreed would render the claims allowable must be attached. Also, where no copy of the amendments which would render the claims allowable is available, a summary thereof must be attached.)

☒ It is not necessary for applicant to provide a separate record of the substance of the interview.

Unless the paragraph above has been checked to indicate to the contrary. A FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION IS NOT WAIVED AND MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW.

Examiner Note: You must sign this form unless it is an attachment to another form.

VIVEK SRIVASTAVA
PRIMARY EXAMINER